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10	EP1162840A2	12/2001	Europe						
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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	Complete if Known	
Application Number	10/017,640	
Filing Date	December 14, 2001	
First Named Inventor	MATZ, William R., et al.	
Group Art Unit	Unassigned	
Examiner Name	Unassigned	
Attorney Docket Number	36968-265387	

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١	Initials	Cite No.1	Number Kind	Code ² own)	of Cited Document	Cited Document MM-DD-YYYY	Passages or Relevant Figures Appear
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark hee if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Complete if Known 10/017,640 **Application Number** December 14, 2001 Filing Date **First Named Inventor** MATZ, William R., et al. **Group Art Unit** Unassigned **Examiner Name** Unassigned Attorney Docket Number 36968-265387

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue / number(s), publisher, city and/or country where published.	T?
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and not considered. Include copy of this form with next communication to applicant. ¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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:	Group Art Unit	3629	JUL 2	4 2000
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Sheet 1 of 1	Altomey Docket Number	BLS01342		1

	U.S. PATENT DOCUMENTS							
Examiner Initials *	Citte No.1	U.S. Pateri Document Kind Code ^t (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columna, Unes, Where Relevan Passages of Relevant Figures Appear			
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Examiner Initials *	Cite No.1	include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	т,						
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Examiner Signature	/Jonathan Ouellette/	W	Date Considered	09/26/2006

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Examiner

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Sheet	11	of	1	Altorney Docket Number	BS01342

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¹ Unique citation pedignation number. 2 Applicant is to place a check mark here If English language Translation is attached.

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INFORMATION DISCLOSURE				Filing Date	December 14, 2001		
STA	TEMENT B	Y A	PPLICANT	First Named Inventor	William Metz		
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet of 1

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Application Number	10/017,640			
Filing Date	December 14, 2001			
First Named Inventor	William Matz			
Group Art Unit	3629			
Examiner Name	J. P. Ouellette			
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			U.S. PATENT DOCUM	MENTS	
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Examiner Initials	Cite No.	Number Kind Code ² (If known)	of Cited Document	Ched Document MM-DD-YYYY	Passages or Relevant Figures Appear
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		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	, —
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ин-		Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York	

Examiner Signature	/Jonathan Ouellette/	Date Considered	05/15/2006

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